

WORKSHOP ON THE TRANSLATION OF PROPER NAMES IN FILMS

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OBJECTIVES

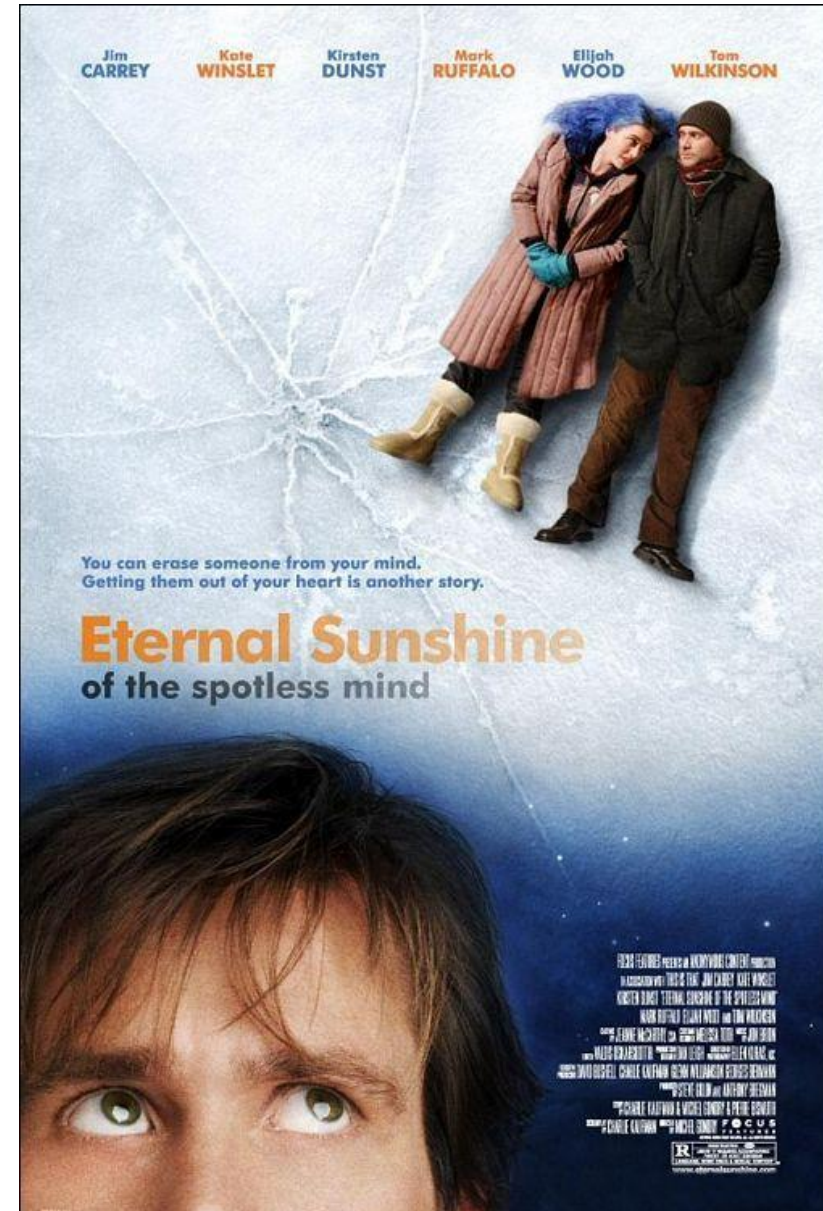
1. To learn about techniques in the translation of proper names.
2. To familiarise with the Spanish culture.
3. To gain insight into the translation and film industries in Spain.

CONTENTS

1. Film titles in Spain.
2. Clips from *Superbad* and *Talladega Nights*.

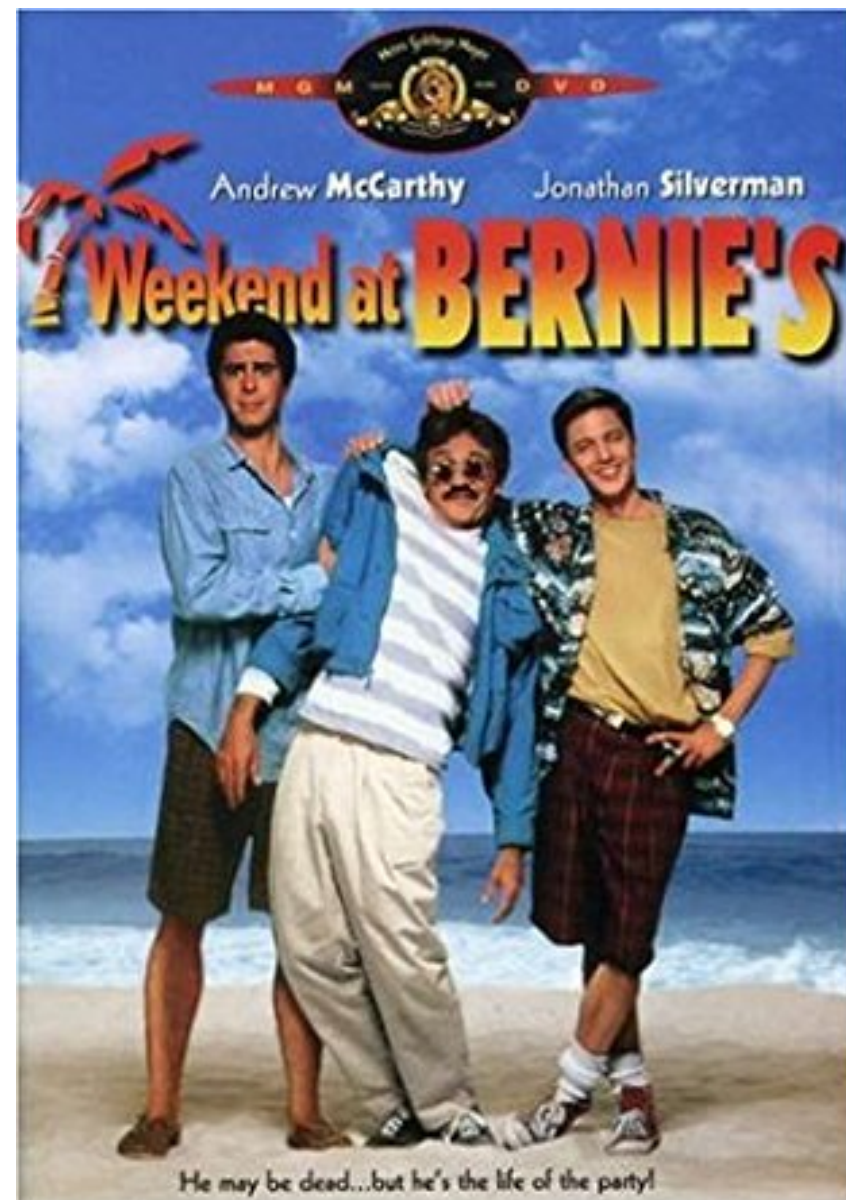
FILM TITLES

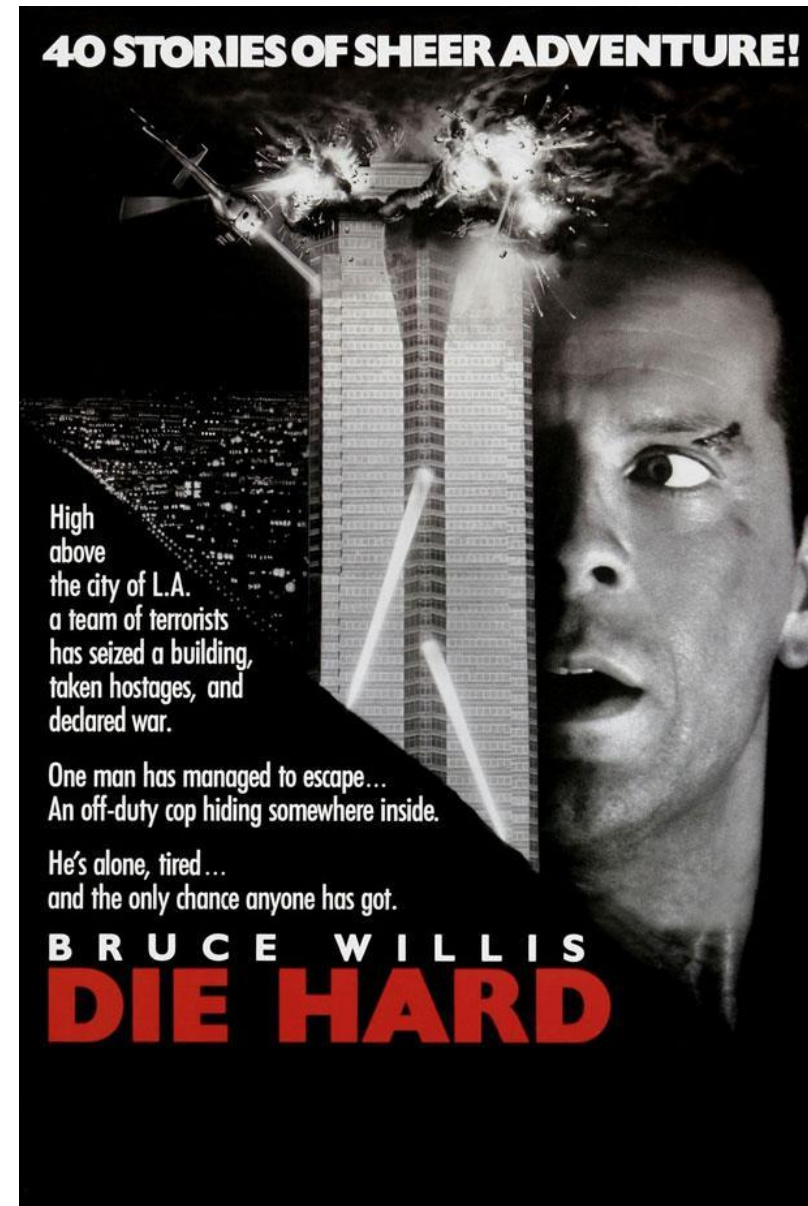
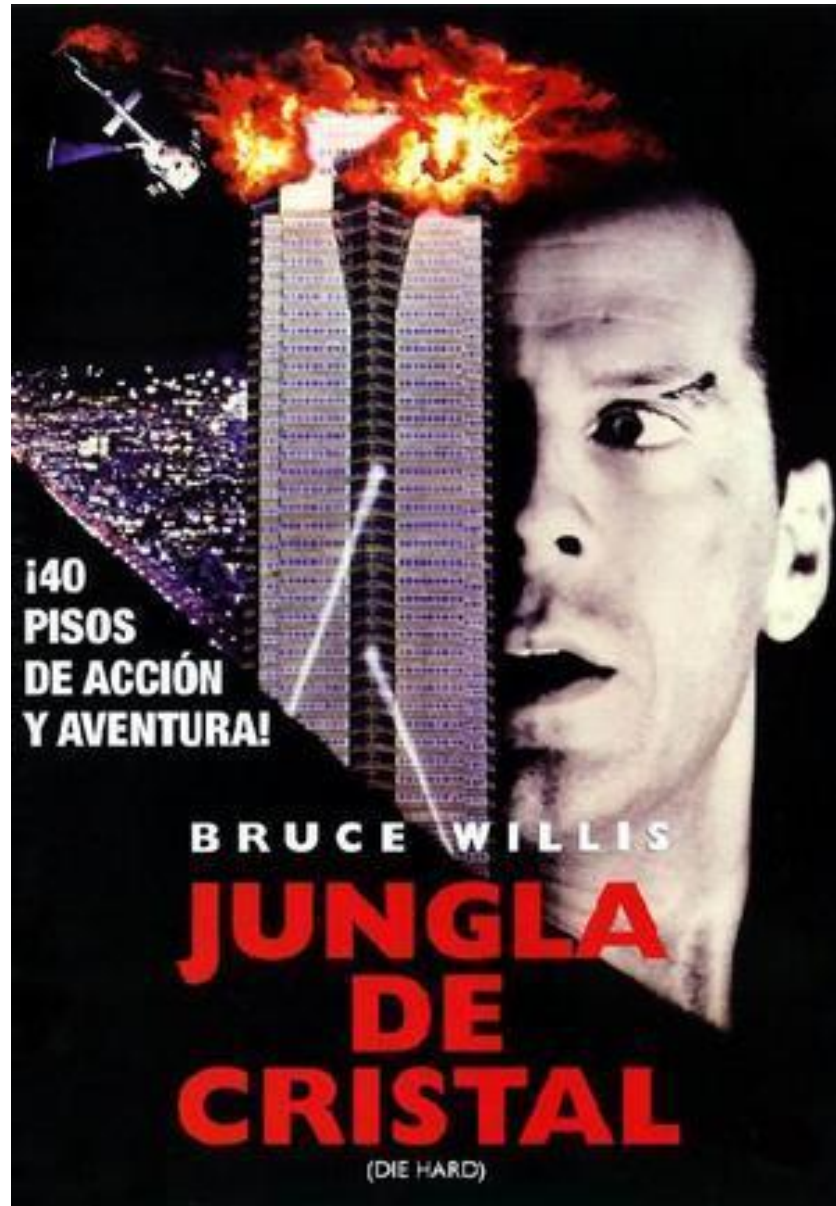
1. ¡Olvídate de mí!
2. Atrapado en el tiempo
3. Con faldas y a lo loco
4. Esta casa es una ruina
5. Este muerto está muy vivo
6. La jungla de cristal
7. La semilla del diablo
8. Montruoso
9. Zombies Party
10. Los caballeros de la mesa cuadrada y sus locos seguidores



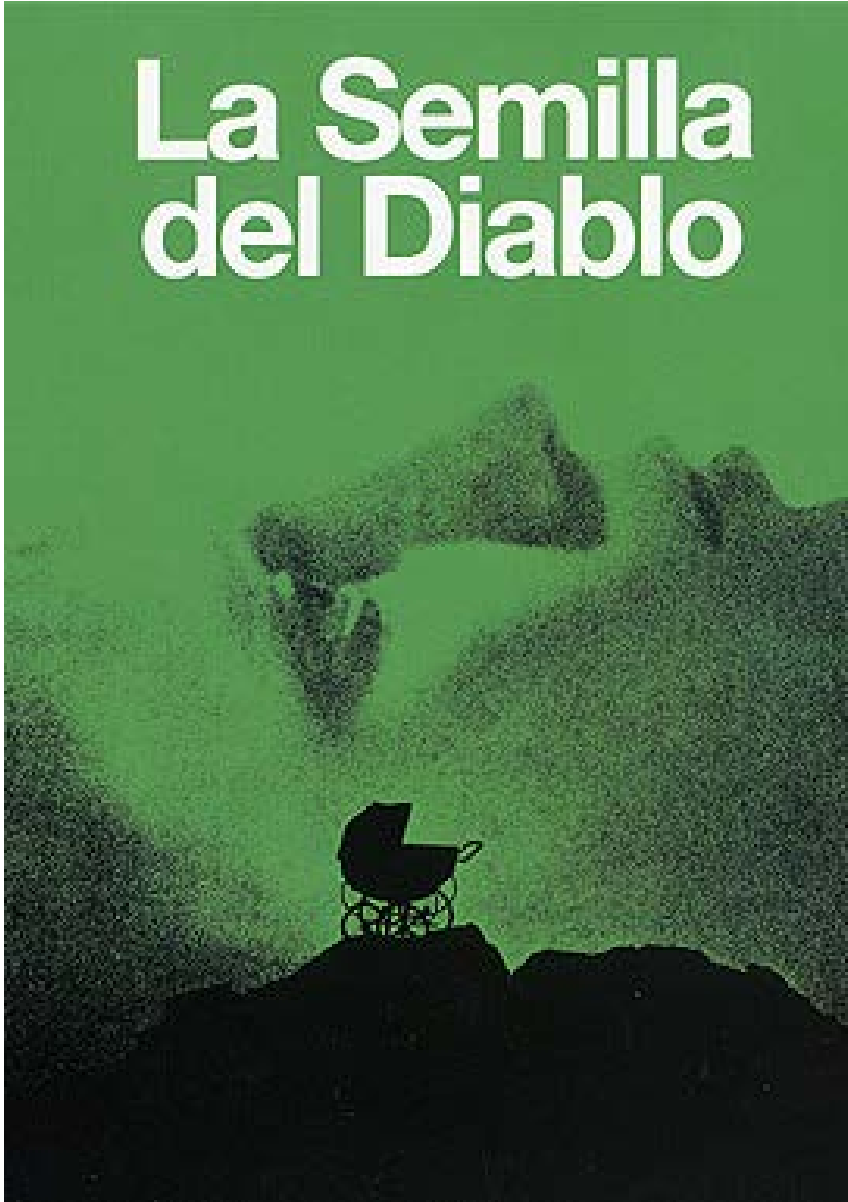




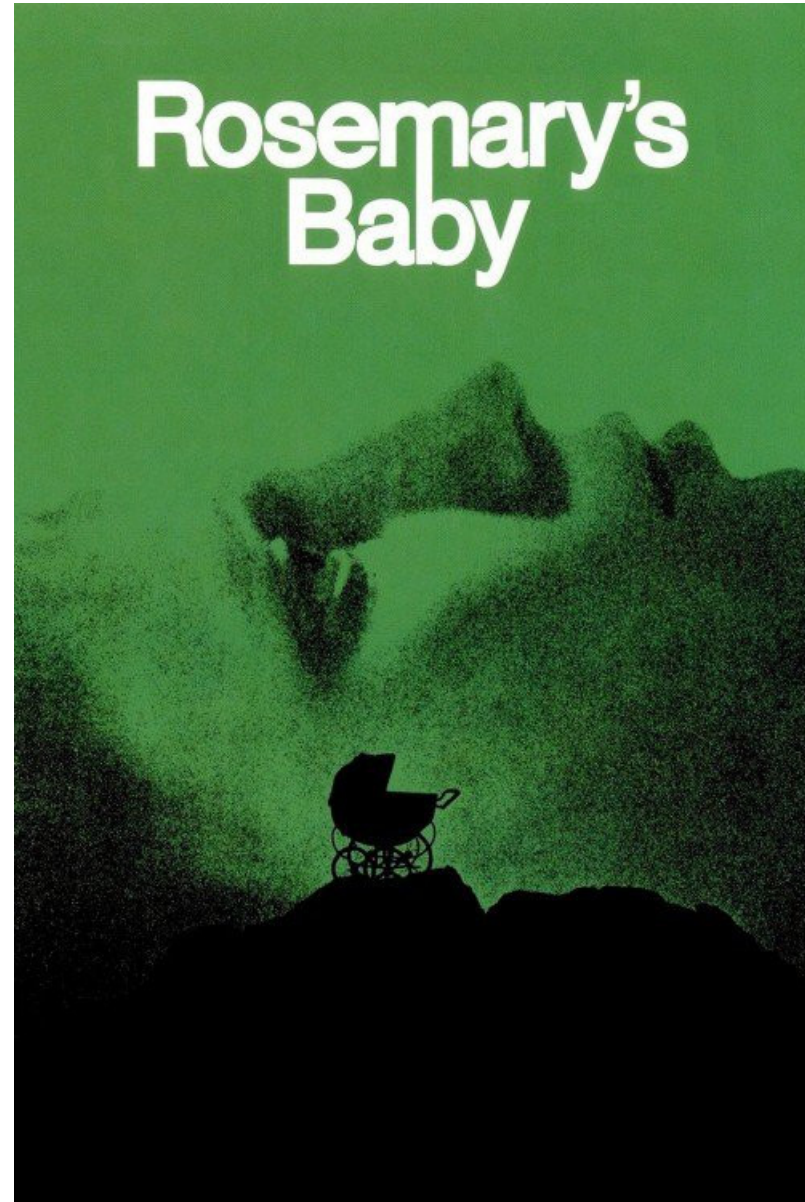




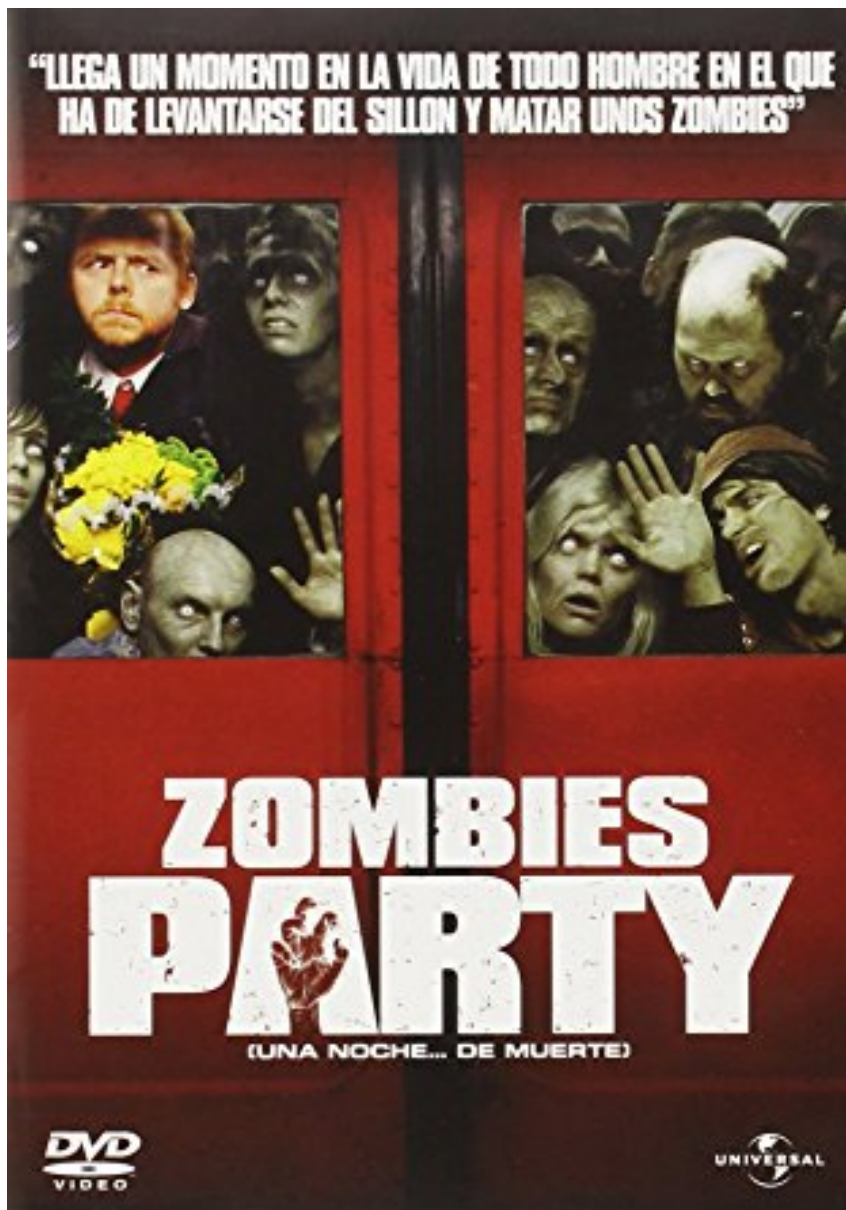
La Semilla del Diablo

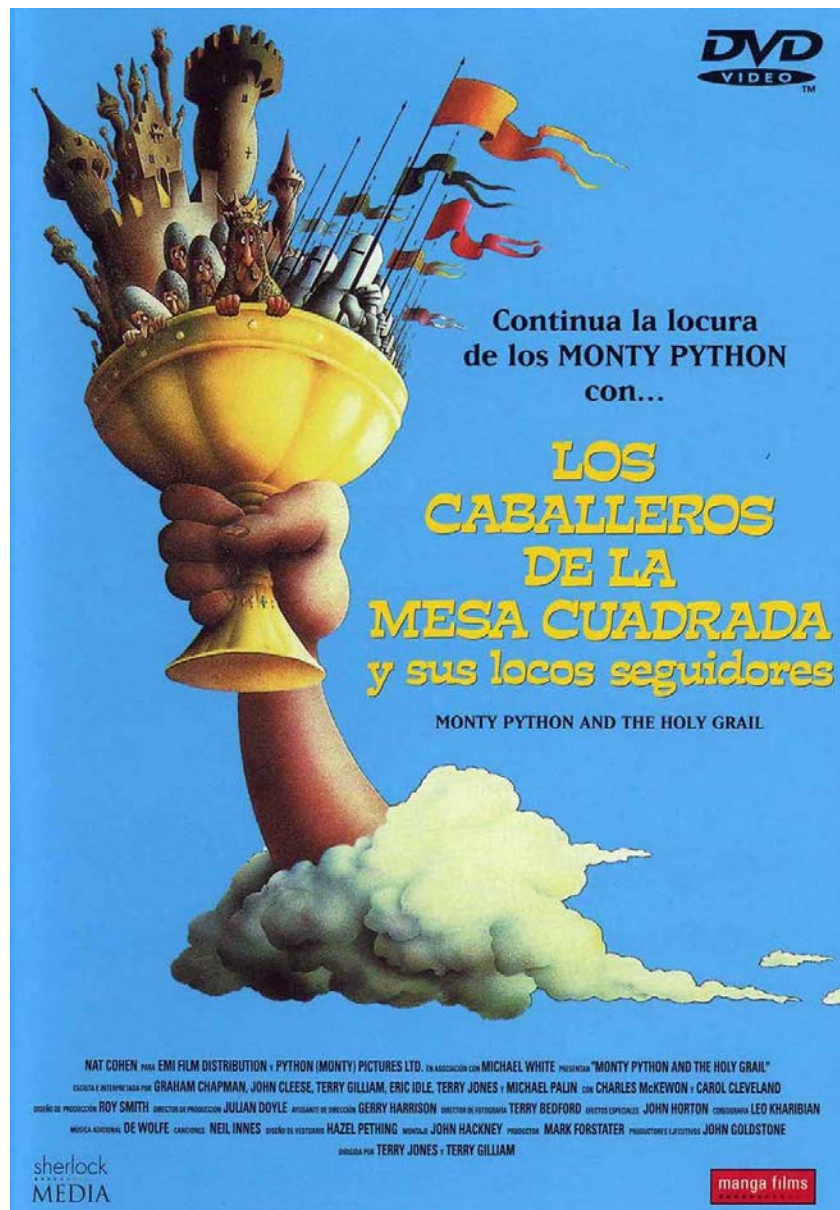


Rosemary's Baby









TRANSLATION TECHNIQUES

PRESERVATION
VS.
SUBSTITUTION

NATURALISATION [SUBSTITUTION]

EVAN

I mean, like, if I'm paying top dollar, I want a little production value.
Like some editing, transition, something. Some music.

SETH

Yeah, well, I'm sorry the Coen brothers don't direct the porn that I watch.
They're hard to get ahold of, okay?

EVAN

Plus your parents are gonna be looking at the bill, dipshit.

SETH

Yeah, you're right. I probably should pick the one with the least dirty name.

EVAN

What about, like, *Perfect Ten*? Something like that, you know? Like *Perfect Ten*? Because that could be any number of things. They can't really get you for that. That could be, like, a bowling website.

LINGUISTIC TRANSLATION [PRESERVATION]

SETH

I was very secretive about this whole dick operation I had going on.

Even I thought I was fucking crazy.

Imagine what everyone else would think.

So I would stash all of my dick drawings in this *Ghostbusters* lunchbox that I had.

ABSOLUTE UNIVERSALISATION [SUBSTITUTION]

SETH

My parents make me see a therapist, and he's asking me dick questions. They made me stop eating foods shaped like dicks. No hot dogs, no *Popsicles*. You know how many foods are shaped like dicks? The best kinds.

NATURALISATION [SUBSTITUTION]

EVAN

Fogell, have you actually ever met anyone named Muhammed?

FOGELL

Have you actually ever met anyone named McLovin?

SETH

No! That's why you picked a dumb fucking name!

FOGELL

Know what, fuck you, man.

SETH

Gimme that. All right, you look like a future pedophile in this picture,
number 1. Number 2: it doesn't even have a first name, it just says
"McLovin"!

EVAN

What?! One name? One name? Wh--Who are you, *Seal*?

REPETITION [PRESERVATION]

RICKY BOBBY

Dear Lord baby Jesus, or as our brothers to the south call you, Jesús, we
thank you so much for this bountiful harvest of *Domino's*, *Kentucky Fried*
Chicken and the always delicious *Taco Bell*.

PHONETIC ADAPTATION [PRESERVATION]

RICKY BOBBY

Really? What do you care about me or us? You never even met your grandkids.

TEXAS RANGER

What are you looking at, *Popeye*?

GRANDFATHER

Shut up, you little pot-licker. I'll put you in a microwave.

TERMINOLOGICAL ADAPTATION [PRESERVATION]

LUCIUS

Go, baby, go. Wait, what are you doing?

DRIVER

I gotta take a piss.

CROWD

Go, go, go!

DRIVER

It doesn't matter, Lucius. We're in last place. Relax. Jeez, I gotta go take a whiz. Get off my ass.

LUCIUS

You see, this is what I'm talking about. That's why this group right here is the laughingstock of *NASCAR*.

INTRATEXTUAL GLOSS [PRESERVATION]

JEAN GIRARD

As William Blake wrote, "The cut worm forgives the plow."

RICKY BOBBY

Well, let me just quote the late, great *Colonel Sanders* who said, "I'm too drunk to taste this chicken."

JEAN GIRARD

What's that got to do with this?

LIMITED UNIVERSALISATION [SUBSTITUTION]

RICKY BOBBY

Now, I suggest you and your wife, Mrs. *Jim Beam*... you guys go take a chill pill. Enjoy the win!

OMISSION [SUBSTITUTION]

GRANDMOTHER

Let us pray.

RICKY BOBBY

Dear Lord baby Jesus lying there in your little ghost manger Just looking at
your *Baby Einstein* developmental videos learning about shapes and colors
and... We just have so much to be thankful for.

AUTONOMOUS CREATION [SUBSTITUTION]

RICKY BOBBY

Help me, Jesus! Help me, Jewish God! Help me, Allah! Help me, Tom Cruise!

SPORTS COMMENTATOR

But how did he get down to his underwear that fast?

RICKY BOBBY

Tom Cruise, use your witchcraft on me to get the fire off me!

TRANSLATION TECHNIQUES

PRESERVATION vs. SUBSTITUTION

REPETITION

PHONETIC ADAPTATION

TERMINOLOGICAL ADAPTATION

LINGUISTIC TRANSLATION

INTRATEXTUAL GLOSS

LIMITED UNIVERSALISATION

ABSOLUTE UNIVERSALISATION

NATURALISATION

IDEOLOGICAL ADAPTATION

OMISSION

INDEPENDENT CREATION



QUESTIONS?

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THANKS!

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